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ART 34 AMDTCLAIMS:

1. A display unit for mounting on a post, the display unit comprising a mount mountable on the post
5 and a display carrier for displaying a poster or a sign, the display carrier being movably coupled to the mount, wherein, in use, the display carrier is locatable in a first position for displaying the poster or sign, and is movable to a second position,
10 lower than the first position, for changing the poster or sign.
2. A display unit as claimed in claim 1, wherein said second position is at or proximal to ground
15 level.
3. A display unit as claimed in claim 1 or claim 2, wherein the display carrier is suspended from the mount.
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4. A display unit as claimed in any preceding claim, wherein the display carrier is suspended substantially within the mount, when located in said first position.
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5. A display unit as claimed in any preceding claim, wherein the display carrier is located substantially vertically below the mount, when located in said second position.
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6. A display unit as claimed in any preceding claim,
wherein the display carrier is lowerable substantially vertically from the mount from the
35 first position to the second position.
7. A display unit as claimed in any preceding claim

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wherein the at least one display surface is visible through an aperture in the display unit, when located in said first position.

- 5 8. A display unit as claimed in any preceding claim,
 wherein the display carrier and the mount are oriented substantially concentrically.
- 10 9. A display unit as claimed in any preceding claim further comprising at least one guide member to guide the display carrier.
- 15 10. A display unit as claimed in any preceding claim, wherein the display carrier is constrained to move coaxially with regard to the display unit.
- 20 11. A display unit as claimed in any preceding claim, wherein the display carrier is suspended from the mount by at least one support element.
- 25 12. A display unit as claimed in claim 11 in which each support element is attached along the upper edge of the display carrier.
- 30 13. A display unit as claimed in claims 11 and 12, wherein each support element is a wire.
- 35 14. A display unit as claimed in any one of claims 11, 12 or 13 wherein the at least one support element biases the display carrier, in use, towards said first position.
- 15 15. A display unit as claimed in any of claims 11 to 14, wherein each support element is self-retracting.

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16. A display unit as claimed in any preceding claim comprising a biasing mechanism for biasing the display carrier towards said first position.
- 5 17. A display carrier as claimed in any preceding claim comprising a counter-balance mechanism for at least partially counter-balancing the weight of the display carrier.
- 10 18. A display unit as claimed in any preceding claim which is oval or elliptical in transverse cross-section.
- 15 19. A display unit as claimed in any preceding claim, wherein said display surface is sized to receive a 4 sheet poster.
- 20 20. A display unit as claimed in any preceding claim, wherein said display surface is sized to receive a 6 sheet poster.
21. A display unit as claimed in any preceding claim, provided with at least one light.
- 25 22. A display unit as claimed in claim 21, wherein the at least one light is a backlight.
- 30 23. A display unit comprising a mount and a display carrier for displaying a poster or a sign, the display carrier being movably coupled to the mount, wherein, in use, the display carrier is locatable in a first position for displaying the poster or sign, and is movable to a second position, lower than the first position, for changing the poster or sign; the display unit further comprising a mechanism for at least partially counter-balancing the weight of the
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display carrier, or for biasing the display carrier towards said first position.

5 24. A display unit as claimed in any preceding claim in combination with a lamppost, wherein the display unit is fixedly mounted on the lamppost.

10 25. A display unit as claimed in claim 24, wherein the display unit is provided with two display surfaces provided on opposite sides of the lamppost.

15 26. A display unit as claimed in claim 24 or claim 25, wherein the lamppost has a transverse hole provided therethrough, said mount comprising a threaded bolt which extends through said transverse hole to mount the display unit.

20 27. A display unit as claimed in claim 24, 25 or 26, wherein an electrical connection is provided from the lamppost to the display unit for supplying electricity to a light.

25 28. A kit of parts for assembling a display unit as claimed in any preceding claim.

30 29. Apparatus for mounting a display frame on an erected post whereby the post has holes aligned horizontally a threaded rod or pin is inserted through the aligned holes and retained in position, the display frame further comprising sign changing means having a sign or poster carrier assembly attached to drop-down support legs such that the sign or poster carrier assembly can be lowered from the display frame.

35 30. Apparatus as claimed in claim 25, wherein two sets of aligned holes are provided in spaced

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relation, one above the other with a threaded rod or pin inserted and retained in each set of aligned holes.

- 5 31. Apparatus as claimed in claim 29 or 30 further comprising a circular profile tube which is used as a rain water channel and has holes which align with the horizontally aligned holes in the post, and a top cover moulding are fitted to the post prior to
- 10 attachment of the other display unit components.